

Party Lines Tautly Drawn For Senior Class Election; All Petitions Are O. K.'d

Richard Butler, Tom Nichols
Are Presidential Can-
didates of Two
Factions

By MALCOLM PATTERSON
Kernel Political Writer

Eight petitions of candidates for senior class offices in the election to take place Thursday, October 29, were approved yesterday afternoon by the student council committee on elections, composed of Robert Grace, Paul Ross, and George Spencer.

The Fraternity combine is sponsoring Tom B. Nichols for president; Henry Miller, for vice-president; Jeanne Short, for secretary, and Laban Jackson, for treasurer.

The Independent combine's candidates are Richard Butler, president; Dave Flanders, vice-president; Mary Edith Bach, secretary, and Carl Vannoy, treasurer.

The election hours will be from 9 a. m. to 4 p. m., with the balloting being held in the basement of the Administration building, the committee said.

Voters must present their student athletic books for identification in order to vote, the committee further stated.

Each political combine offered a complete slate of candidates, with no one not affiliated with the factions being offered for office as the time for petitions to be in was closed.

The chairmen of the two cliques, Fred Fugazzi and Joe Craft, of the Fraternity faction and Reynolds Watkins of the Independent combine, stated that they have their "fences repaired" and are ready to put the force of their organizations behind their candidates. Both leaders expressed desires for clean campaigning and voting.

In fact, the two factions have been building up for the respective victory and let-down since last week, when they held their secret meetings and selected their candidates. Representatives from each fraternity in the two cliques attended these meetings.

The organizations composing the Fraternity combine are Sigma Alpha Epsilon, Alpha Tau Omega, Phi Delta Theta, Triangle, Kappa Omega, Delta Delta Delta, Phi Kappa Tau, Kappa Delta, and Phi Kappa Alpha.

The Independent combine, which claims to have the support of all students not affiliated with fraternities, is made up of Sigma Chi, Sigma Nu, Phi Sigma Kappa, Alpha Sigma Phi, Kappa Alpha, Kappa Kappa Gamma, Alpha Gamma Delta, Alpha Delta Theta, Kappa Sigma, Delta Zeta, Sigma Phi Epsilon, and Delta Chi organizations. Representatives from Delta Tau Delta fraternity stated they had not decided to support either of the two cliques.

Transfer Students Will Make Plans At Meet Thursday

The YWCA Transfer club, an organization for all women students who have transferred from other universities, will hold their second meeting of the year at 7:30 o'clock Thursday, Oct. 29, in the Boyd hall reading room.

An "Intercollegiate Night" has been planned by the newly elected chairmen of the club, who are Anne Pence, Nelle Pennington, and Virginia Richardson. The members will exchange traditions, stories of their campus activities, and other interesting customs carried on in their universities which differ from those present on this campus.

The club was started last year by the YWCA, since transfer students felt that they could not meet other students, and could not become oriented quickly. This year there are fifty members in the club.

PERSHING RIFLES COMPANY MEETS

Lieut.-Col. B. Brewer addressed candidates and members of Company C, Pershing Rifles, last night in Buell armory.

The junior members of the company gave an exhibition of the "Wildcat," intricate drill movement, followed by the drilling of the sophomores by Captain Stivers, showing the fundamental drill movements that will be taken up.

Remaining candidates will drill and fifteen men will finally be chosen by the officers. The following schedule is to be followed: Companies A, B, C, Friday; and E, F, G, Monday from 4 to 5 p. m.

AG STUDENTS WIN PRIZE

An adult tom mammoth bronze turkey owned by Ralph Lusby, Owenton, won the grand championship at the American royal livestock show in Kansas City. The same turkey won second place at the University turkey festival last year.

JOINT MEETING OF EDUCATORS TO OPEN FRIDAY

Approximately 1,000 Representatives Expected at
Annual Conference
On Campus

MOREHEAD PRESIDENT
WILL OPEN SESSION

Prominent Speakers Included
On Two-day Educational
Program

A joint meeting of the thirteenth annual educational conference, the second annual meeting of the Kentucky Association of Deans of Women will be held at the University Friday and Saturday of this week. Approximately 1,000 educators throughout the state are expected to attend the conference which will convene at 9:30 a. m. Friday in Memorial hall.

The general meeting Friday morning will be convened by President H. A. Babb, Morehead State Teachers' College, president of the Kentucky Association of Colleges and Secondary Schools, and will be presided over by Dr. Frank L. McVey. Speakers for the meeting will be Dr. Raleigh Schorling, professor of secondary education at the University of Michigan; Dr. H. Gordon Hulfish, professor of education of Ohio State University; and Dr. Homer P. Rainey, director of the American Youth Commission of the American Council on Education.

The secondary and college commissioners are scheduled to meet at noon Friday at the Lafayette hotel, and a meeting of the college section, and the secondary school section, and the sectional meetings will be held at 3 p. m. Friday afternoon.

The deans of women will meet at a luncheon in the Lafayette hotel at noon Friday. The same night at 6:30 o'clock a joint banquet for all groups will be held at the Phoenix hotel. President Babb and Doctor Rainey will speak and Doctor McVey will preside.

Sectional meetings, including a discussion on art education and a talk on "Etching and Etching Processes," will be held Saturday. The same morning will also be devoted to a joint meeting of the colleges and secondary schools group and a breakfast for the deans of women at the Lafayette hotel.

The conference on business education will be held at 10 a. m. Saturday in room 221 of the Education building, with Prof. A. J. Lawrence, head of the department of business education of the University, presiding.

BAND TO TAKE DONATIONS

The old custom of "passing the hat" will be revived Saturday at the homecoming game. The University of Kentucky's "Best Band in Dixie" will pass among the spectators at the game with boxes and blankets to receive all donations. This money will be used to finance a trip to the Thanksgiving game between Kentucky and Tennessee.

Kyian Pictures Still Obtainable

Pictures may still be obtained for the Kentuckian. For a short time only, Kentuckian pictures will be taken at the Lafayette studios at Main and Mill streets. Those who have not yet obtained proofs or those who have proofs to return may do so at the studio. This should be done immediately.

"Personal Appearance," Initial Offering of Guignol Theater, Opens for Run of Week

By CHADWICK BRIDGEWAY

"Personal Appearance" opened last night at the Guignol playhouse on Euclid avenue for a week's run. It should be longer.

Aside from one or two points, we liked everything about "Personal Appearance." Especially we liked one Dossett Reid, a newcomer, who plays the part of Bud as we imagine Mr. Riley dreamed of him when he wrote the play. Mr. Reid is a natural and the Guignol had better hang on to him against the time when it needs another character anything like Bud.

Jeanette Lampert Brown gets the drop on her audience by appearing in a motion picture shot of the conclusion of the Benjamin Z. Fineberg production, "Drifting Lady," with Carroll Hamilton, sadly reminding of the old silent days, although both screen well, and speak their lines astonishingly well.

Mrs. Brown's role is that of the over-acting screen idol. She over-acts to perfection, turning her emotions off and on with ease and finesse.

Week-End Plans Are Announced By Alumni Office

Registration Will Be Held in
Lafayette, Phoenix
Hotels

Kentucky Homecoming activities, headed by Lieut.-Gov. Keen Johnson, president of the alumni association, starting with a gigantic pep meeting and bonfire Friday night and ending with an Alumni dance Saturday night will occupy the spotlight of activities for the coming week-end.

Registration booths for alumni will be located in both Phoenix and Lafayette hotels as well as in the Alumni office of the Administration building. All alumni are urged to register so as to be given information as to the various luncheons, dinners and other activities for the week-end.

Immediately following the Kentucky-Alabama game, the customary alumni tea will be given at Maxwell Place by President and Mrs. Frank L. McVey. All friends and Alumni of the University are invited to the affair which is informal. Guests of honor will be Governor A. B. Chandler and Lieut. Gov. Keen Johnson.

The Alumni dance will be held Saturday night from 9 until 12 and will cap the week-end activities for the homecoming. Music is to be furnished by Andy Anderson and his orchestra.

A Stroller Alumni breakfast will be held at the Phoenix hotel at ten thirty Saturday morning.

Numerous luncheons and dinners will be given and many sorority and fraternity houses will be decorated to welcome the old grads back "home."

RESULTS GIVEN IN 'MUM' SALE

Mortar Board Sells 200 Chrysanthemums for Florida
Game; Sales Will Continue
This Week.

More than 200 chrysanthemums were sold for the Kentucky-Florida game last Saturday by Mortar Board, national senior women's honorary, it was announced yesterday by Nelle Nevins, president.

The profits of this sale will be used for the Student Loan fund as have profits from the other flower sales given by Mortar Board in the past. This is the second year that Mortar Board is making it possible for students to purchase flowers inexpensively for the big football games of the year.

Information concerning the sale of chrysanthemums for the Alabama-Kentucky game and any orders can be placed through members of Mortar Board. Members of the organization are Nelle Nevins, Mary Rees Land, Dot Whalen, Theo Nadelstein, Nell Shearer, Helen Farmer, Betty Earle, Camille Hedges, Margaret Lewis Whaley, Virginia Robinson, and Sarah Louise Cundiff.

Professor Bigge To Address Club

Prof. E. E. Bigge, head of the department of German of the University, will address the weekly meeting of the International Relations club at 4 p. m. Wednesday, October 28, in the Woman's building, taking for his subject certain phases of the situation in present-day Germany.

The club recently received a shipment of books on current problems from the Carnegie endowment, which have been placed in the reserve reading room of the library. They may be read by anyone interested, and members of the club are privileged to take them out for a week at a time.

CATS TAKE FIRST S. E. C. LOOP TILT BY WINNING, 7-0

Florida 'Gators, Fighting Valiantly, Fall Before First
Half Kentucky
Onslaught

DAMERON DAVIS TABS
ON LONG PUNT RETURN

Wynnenmen Withstand Last
Minute Drive of
Opponents

A sluggish Kentucky football eleven managed to eke out a 7 to 0 victory over Coach Josh Cody's fighting Florida 'Gators Saturday afternoon on Stoll field. Coach Wynne's boys scored when Dameron Davis gashed in Brock's punt on Florida's 40-yard line and raced to a touchdown, and Elmore Simpson place-kicked the ball squarely through the uprights for the extra point.

Dameron Davis got off his spectacular run with 6 minutes remaining in the first half. The younger Davis, playing in place of his injured brother, gathered the ball to his chest and shook off several Florida players in his 40-yard dash to the goal line.

Kentucky kicked off to the 'Gators to start the game. After trying two plays, Florida, unable to gain, punted. The Big Blue was also forced to punt as it was unable to gain against the heavy Florida line.

Neither team was able to gain with any consistency in the first half. Simpson had slightly the better of a punting duel with Brock. Florida right half.

Coach Wynne placed Johnson and Sands, 200-pound ball carriers, in the lineup to start the second half. The Wildcat offensive clicked in mid-field but bogged down when it neared scoring territory.

Late in the third quarter, "Red" Hagan blocked a Florida punt. The ball flew high in the air and dropped into the arms of Gene Myers, Wildcat center, who ran from his own 45-yard line to Florida's 39-yard marker. He was injured on the play and was replaced by Black. Bert Johnson then ran around end to give the Wildcats a first down on the 27-yard line. Johnson went through tackle for five yards. He then tossed a pass to Simpson that was good for another first down.

Davis then carried the ball and made a first down on the Florida five-yard line. Davis added another yard and Johnson picked up three more. At this point, Simpson fumbled the ball on an attempt to punt.

WEBB TO ATTEND MEETING

Professor Wm. S. Webb, head of the physics department, will leave the latter part of this week for New York to attend the joint meeting of the founder societies of the American Institute of Physics to be held from Oct. 29 through Oct. 31.

Wildcats Schedule For '37 Released

The University of Kentucky football schedule for 1937, complete except for the opening game on Oct. 2, is as follows:

- *Oct. 2—Open (will be filled).
- *Oct. 9—Georgia Tech.
- *Oct. 16—Washington and Lee.
- *Oct. 23—Manhattan College.
- *Oct. 30—Alabama.
- *Nov. 6—South Carolina.
- *Nov. 13—Boston College.
- *Nov. 25—Tennessee.
- *Dec. 4—Florida.
- *Home games.

PWA Grants \$327,272 Additional Allotment For Building Program

GIGANTIC RALLY PLANS FORMED

Homecoming Pep Event to Be
Held at 7:30 o'clock Friday
Night in U. K. Alumni
Gymnasium.

Plans for Suky's gigantic homecoming pep rally, to be held at 7:30 o'clock Friday night in the Alumni gymnasium, and rules for the annual homecoming house decoration contest were announced yesterday by the committee in charge of these events.

Features of the pep rally will be talks by President McVey, Coach Wynne and varsity players, and introduction of the team. The University Band will be on hand with some special music. As in past rallies, a public address system will be installed to facilitate direction of the program.

Following the program in the gymnasium, the band will lead a parade through the downtown section, followed by members of Suky circle on a fire-truck. The parade will terminate on Stoll field with cheers and music before a huge bonfire.

In accordance with a recent ruling of the Men's Student Council, all freshmen are asked to bring their caps to be burned in the fire.

The annual house decoration contest is open to all fraternity and sorority houses and to the residence halls. Cups are awarded to the best house in both classes. Decorations will be judged on the amount of time spent, the effectiveness of the decoration, and the originality of idea. Judging will begin at 10 a. m. Saturday morning and organizations are urged to have their decorations ready by that time.

Collegiate Press To Meet on Friday

KIPA Meeting to Be Held in
Conjunction With ACP
In Louisville

The fifteenth annual convention of the Associated Collegiate Press will be held in Louisville on Oct. 29, 30 and 31.

The opening convocation at 8 p. m. Thursday will feature the address of Herbert Agar, Pulitzer prize winner, who will speak on the topic "If I Were A College Editor."

Roundtable meetings are scheduled for Friday, with a luncheon at noon at which the Louisville Courier-Journal and Times will be host. The day will end up with the convention dance at 9 o'clock in the evening.

Saturday will wind up the convention with the final convocation at which John B. Kennedy, NBC commentator, and former associate editor of Collier's magazine, will speak.

The Kentucky Inter-collegiate Press association, which was scheduled to hold its fall convention at the University, will convene in Louisville in conjunction with the Associated Collegiate Press.

Purchasing Group Elects Officers

At a meeting of the Intrafraternity Purchasing corporation of the University held on Thursday, Oct. 22, at the Intrafraternity office in the department of building and grounds, the following officers were elected for the current year: president, Lemuel Atkinson; vice-president, M. J. Crutcher; secretary, Bus Carpenter and treasurer, Thomas Boyd.

The corporation, founded in 1931, is composed of all the sororities and most of the fraternities on the campus.

YWCA GROUP TO HEAR SOCIAL SERVICE TALK

The social service group of the YWCA, which is making a survey of social conditions in Kentucky, will have Mrs. Tom Marks as its guest speaker at 3 p. m. Wednesday, in the Woman's building.

Mrs. Marks, who is the director of the Child Welfare bureau of Lexington, and a member of the Kentucky Child Welfare committee, will speak on "Social Conditions in Lexington." During the semester the group will visit reform schools, orphan asylums, and other institutions in Kentucky. Any YWCA member may sign up for the group before the next meeting.

AG HAS RECORD ENROLLMENT

Topping all previous records, the College of Agriculture of the University had an enrollment of 437 farm men and women representing 84 counties of Kentucky, 13 other states and England.

Doctor McVey Receives Word
From Washington of
New Funds for
Construction

BIDS TO BE TAKEN
ON UNION BUILDING

\$1,100,000 Original Request
Is Met by New
Donation

An additional PWA grant of \$327,272, bringing the total federal appropriation for the University's building program to the originally requested amount of \$1,100,000, was approved for release yesterday by officials in Washington, according to an announcement late yesterday by President Frank L. McVey.

The additional money granted will be used to carry ahead the rest of the original building program, Doctor McVey said, and the balance of funds will be used for a west engineering building, a science building, an art building, and equipment for the student union building.

The originally requested amount, which was applied for early last year, provided for a building program to include a central heating plant, a student union building, a law building, and two engineering buildings, to cost approximately \$1,100,000. Of this program, work on the central heating plant is now nearing completion, and work on the engineering quadrangle is in progress. Bids for a student union building, which will be the third building on the program, will be called for in about a month, Doctor McVey said.

All loans granted through the federal government to colleges are on a 45-55 basis, that is, the government furnishes 45 per cent and the institution 55 per cent of the total cost of a building. The institution issues bonds for its share of the cost.

Doctor McVey expressed appreciation to the Washington authorities for granting the extra funds and also to Dean James H. Graham and his associates for their work in helping to obtain the money.

Kampus Kernels

Delta Sigma Chi, honorary journalistic fraternity, will meet tonight at 8 o'clock at 324 Aylesford Place. The usual delightful refreshments will be served and a good time will be had by all. All members be there for a change.

A meeting of the sales staff of the Kentuckian will be held in room 54, McVey hall, 3 p. m. Thursday to turn over receipts on sales. All representatives must be present.

There will be an important meeting of the Kentuckian business staff at 1 p. m. today in the Kentuckian office. All staff members please be present.

Suky Circle will hold its weekly meeting at 5 p. m. today in the basement of the Alumni gymnasium.

A business meeting of Scabbard and Blade will be held at 7:30 o'clock Tuesday night in Major Triplett's room.

All Baptist students of the University are invited to attend a social at the Porter Memorial Baptist church at 8 o'clock Thursday night.

All girls interested in riding meet at Patterson hall at 1 p. m. on Tuesdays and Thursdays. Transportation to the stables will be provided.

Archery practice has been discontinued. On clear days there will be shooting for the tournament. All shooting must be done this week. Hockey practice will be held at 4 p. m. daily on Patt hall field.

The W. A. A. council will hold an important meeting at 7:15 o'clock tonight in the Women's gym. All council members are requested to be present.

The Freshman cabinet of YMCA will hold a meeting at 7 o'clock tonight in the "Y" room. Dr. Jesse Adams, head of the department of philosophy of education at the University, will address the group on the subject, "How to Study."

A Seminar meeting of the Engineering college will be held Wednesday, Oct. 28. Mr. J. R. Randolph will be the principle speaker of the evening. Mr. D. E. Strunk will be the host.

The University Swimming club will hold a meeting at 7:30 p. m. (Continued to Page Four)

The Kentucky Kernel

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HERE SHALL THE KERNEL PRESS ALL STUDENT RIGHTS MAINTAIN

POINT NO. 1 FOR OPTIONAL CLASS ATTENDANCE FOR SENIORS

Some discussion has been provoked over a premise in the editorial of last week which read as follows: "Class room technique of teachers would have to be improved in order to attract seniors to class. This improvement would spread itself into the lower division and alleviate one of the more serious problems of the campus."

By class room technique is meant the manner in which the instructor is able to "put across" to his students the meaning of a particular course, using his personality, his own embellishments, and his peculiar technique, as opposed to a dry rehearsing of the contents of a text book.

In institutions where the optional class attendance system has been successfully put into practice, it has been found that the professor noted for his inability to keep students interested, and therefore, his inability to teach a course, suffered a decrease in prestige when students refused to attend his class. In this way, the professor either was forced to change his methods, putting new vigor into his class work or resign his position at the institution.

Harsh? There may be some disagreement as to that, but it must be admitted that if a teacher cannot attract and hold the interest of students in his field, no matter what it may be, he should forego his right as a teacher and turn to experimentation, research or some other work to which he would be

more adapted. At any rate, it is unfair to students to impose upon them a teacher who year after year proves to be unable to conduct a course satisfactorily.

Likewise, those teachers whose subjects are open to lower division students, would feel the renewed vitality which, as has been said before, of necessity would come about.

The Kernel feels that keeping instructors on their toes, so to speak, constitutes one of the major academic problems at the University, and many of the administration will concur in this. It also believes that the best way to overcome this problem would be to put into immediate effect the optional class attendance system for seniors.

CONGESTION AT UNIVERSITY DANCES

Congestion in the checking of coats and hats at University dances was very forcibly brought out at the Sucky dance in the Alumni gymnasium Saturday night. One cloak room cannot hope to serve a crowd as large as was in attendance at this dance. Apparently, there are a few persons in the school who cannot act the part of gentlemen and wait their turn in line. Consequently, those who did wait, saw these inconsiderate crowd into the checking room from the front, tearing down the bar that was placed there.

The fault is not with those who are in charge of the checking. It is the result of an inadequate system for a growing institution—the University dances. We believe that something should be done about this situation before the homecoming dance Saturday night. There is no reason why a person attending a dance should be forced to spend at least one-half hour of his time standing in a checking line.

Two checking rooms would relieve the situation to a considerable extent. An entrance to these checking rooms could be constructed so that only a single line could enter at a time and from the side only. Under existing conditions, only the playing of the role of gentlemen on the part of the students could relieve the situation.

VIVID CONTRAST

Selection of a fraternity in no way resembles selection of a wife, so the University of Washington Daily says.

The editor of that campus journal stated it thusly:

It is a funny thing the way a man picks a wife. First he meets her. Then he "steps her out" a few times and begins to like her. He examines her closely, analyzes her, watches her actions, her personality, her character, her disposition—everything that pertains to her (or at least he thinks he does), and then finally accepts or discards her; and then she accepts or discards him. Regardless of whether he really understands her at last, he at least tries to understand her. He takes his time. He is careful because he realizes he is signing himself up for life.

How different it is when a man picks his fraternity. No careful thought there. No watchful waiting. No cautious discrimination. It is just like leap year to him. Somebody jumps on him with a proposal of everlasting love and affection. Another puts on the badge while still another murmurs the fatal words, "Till death do us part." Hurriedly kissing him on both cheeks, they all run off to the next conquest, leaving the bewildered young groom alone, except for the mop and broom which some kind person gave him as a symbol of his new rank.

"Until death do us part." That phrase is applicable almost solely to these two things, both equally important to the young man. With one he is cautious, with the other foolish. But what can the poor fellow do? So long as fraternities have every year a leap year, and no year a sane year, there is no hope.

Happily, the above description of fraternity rushing is exaggerated to emphasize the mistakes each year of a small number of rushers. —The Daily Athenaeum.

Hooley Pollui

The big hand shake of the week goes to the Sigma Chi halfback, Sonny Boland who, after a spring, summer, and autumn love campaign, has finally placed his badge on one of the finest girls in the Blue Grass, Chlo Ann Stevenson.

This is a singularly strange story. It tells of how two Greek kin are not busy slashing each others' throats.

SAE Bill Harper is definitely a woman hater—except when Velma Hardesty comes near. Bill never makes a date with the blonde heart-tingler but he is usually in her company. And here's how he does it.

He gets his fraternity brother, Clayton Conleton, to call up Velma and ask her for a date, and would she mind if Harper came along. Of course not. So the boys fetch Velma, take her out, and while Conleton plays shot machines and wanders around gams with friends, Harper stays near Velma to make sure that no one bothers Congo's date.

Those who remember the '33-'34 school year can easily recall that Kappa Kappa Gamma had an army of besiegers at her heels at all times. At the dances the imploring males stood five deep around her. If you took six steps with her, you took a long journey.

Things are different now. Nell stayed home two Sunday nights ago just reading Time and watching the fire. Yet Nell has lost none of her charm and interesting qualities but is probably a bit smarter and a little more fastidious. Hence, the short-sighted oafs who do most of the courting have neglected her so far—because the untutored freshman are still agreeable enough to believe a restless man's line and his willingness to settle down for a week or two.

Another Kappa who felt the first pang of being a passing fancy is the jolly intellectual Betty Boyd. When Betty missed the Keys can-can it marked the first time she missed a dance on Saturday night since her soph year in high school. "The old order changeth yielding place to the new."

Congratulations to Andy Anderson, whose new sweet swing combination sounded great at the Sucky calisthenics last Saturday. The

band had but five practices before that engagement. In five months it should be ready to go places.

Losing your money on horse races makes you do peculiar things. Take the case of Helen Riddell who last her own fortune out at Keeneland and in desperation began on her Sunday School club's treasury and managed to climb back into the black ink before the card was finished. A divine inspiration.

Lambda Chi John Hunt Morgan began courting Nancy Orrell, Joan of Arc at Western State last year, just one week ago. Sunday night Morgan placed his badge on her. Swiftly recovered from a romance with Delta Zeta Mary Neil Waldon.

Martha "I Love Louy" Alexander giddily waiting for Phidelt Johnny Creech to call on her at the Tri-delt barracks. Sigma Chi Jim Chester, famous Murphy zealot, under the command of treacherous ten, pinner Nell Craik Saturday at 4 p. m., but she handed it back after the dance. Rosemary Clinkscales is receiving mail from the Georgia Tech drum major who hasn't quite recovered from the striking figure she portrayed in Atlanta. And the wild man who tried to pin Frances Woods at the W. & L. game has written to her and phoned her enough times to prove he really has a case on her. The many-times-married to Connor Dawson Dodd Best strolling into the Tavern with Jean Short. Betty Boyd shifts from the backfield into the line. Howard Boaz is his name. Richie Baker came to town again this past week-end to find her old roommate, Helen Irvine, romping around with Andy Anderson. Jane Hardwick announces to the

world that she has thrown in the towel and ended her bout with Red Symphon. What's all this about House Mother Jesse Willmott chasing Mary Scott around the ATO ranch? The most attractive couple on the campus is SAE pledge John Shelton and the swoon-inducing Evelyn Flowers. Wary Stevenson sent flowers to Polly Dawson before the Florida game, making things too tough for Polly to break the date, even though L. E. Fish, Polly's old cracker, came to town to take her to the tussle. Marjorie Weaver, campus sensation a few years ago, has signed a movie contract. Taking a hint from the Lost and Found department, Bob Forsythe is again kindling his dilemma with Helen Irvine. More Tridelt pledges, heretofore unnoticed in this column, are Betty Bakhaus and Elizabeth Branch. You would have to search through a million girls to find two prettier coeds. Jack "Hello thar" Grain roared into Lexington for the game and almost shook himself to death shaking hands and drinks. Betty Davis and Katherine Ried, who wear the White Stars of Chol-le Mades and Boo Houlihan respectively, came back for the Sigma Nu formal picnic, the game, and to check up on the department of their popular henchmen. KD Virginia Logan, now at Western State, was welcomed back by hundreds of eager dance mates. Every other collegian was suffering from a charity horse in the stomach Sunday morning. Joe Hicks, who fell in love with Mary Scott's sister last week, is waiting for his summer romance, Alma Love, to arrive for the home-coming sport and Bacchanalia. Joe "Jay Jay" Jordan, of Four Bits fame in the Lexington Leader, is being pressed by Kappa Anne Law Lyons.

Most of the middle part of the Kentucky grandstand missed the stirring 'Gator drive in the last quarter because Billy Greenwell and Bad John Gilmore, the mail box hoodlum, slapped and mauled one another to the leering delight of the newspapermen and hundreds of people sitting around them. Bill Holster made sure he would have a date for Friday night by making three. The gentleman then waited until Friday afternoon to pick the winner, Evelyn Spears. As long as Jimmy Hunt waits tables in the Alphagam tepee he will always have girl friends. The pledges are groggy about him, but he concentrates, along with lechthologist Jack Lancaster, on Alice Adams. Incidentally, Hunt's pin is in Missouri with Virginia Johnson. And they're still at the dances. The maulin stags and their heart-breaking problems.

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MENTAL EFFORT TOO

—especially long hours of study—builds up tension and puts an extra strain on digestion. When you're tired, get an invigorating "lift" with a Camel. And at mealtimes and after, "for digestion's sake . . . smoke Camels." Camels set you right!

Smoking Camels with meals and after helps bring a delightful sense of well-being

EATING is one of life's real pleasures. And Camels make it even more enjoyable! Thanks to Camels, food tastes better and digestion goes along more smoothly. For it is a scientifically established fact that smoking Camels at mealtime and after speeds up the flow of digestive fluids . . . alkaline digestive fluids, which good di-

gestion and proper nutrition require. Mild, rich-tasting Camels are a refreshing stand-by the whole day through. They give you a cheery "lift" when you need it most. Camels set you right! They never get on your nerves . . . tire your taste . . . or irritate your throat. So, make Camel your cigarette!

AT THE WORLD-FAMOUS "COCONUT GROVE" IN LOS ANGELES.

This famous restaurant of the Ambassador Hotel is a center for dining de luxe. The scintillating stars of stage and screen . . . the vivid personalities of Southern California's gay society parade by . . . familiar famous faces everywhere. It is life in its happiest mood. Camels are first choice at the Coconut Grove, as they are in famous eating places from coast to coast. Jimmy, the well-known maître d'hôtel of the Coconut Grove, says: "People who are good judges of food are equally discriminating in their choice of a cigarette. Here they all seem to smoke Camels."



LESTER STOEFFEN, tennis champion whose smashing service goes at the amazing speed of 131 miles an hour. He prefers Camels. "An athlete has to have good digestion," says Lester. "I smoke a lot during meals and after. Camels make food taste better and digest easier."



"TALK ABOUT A GRAND FEELING," reports Sydney Jones, expert electrician. "The best part of my meals is when I loll back and have another Camel. Camels always set me right . . . calm me down . . . make my food taste better and help my digestion. Camels never jangle my nerves."

HOLLYWOOD RADIO TREAT!

Camel Cigarettes bring you a FULL HOUR'S ENTERTAINMENT! Benny Goodman's "Swing" Band . . . Geo. Stoll's Concert Orchestra . . . Hollywood Guest Stars . . . and Rupert Hughes presides! Tuesday—9:30 p.m. E. S. T. 8:30 p.m. C. S. T., 7:30 p.m. M. S. T., 6:30 p.m. P. S. T., over WABC-Columbia Network.

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EXPENSIVE TOBACCOS—Turkish and

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LEON BELASCO
AND HIS ORCHESTRA



Make a date NOW to hear the sweetest, swiftest music ever played. Society's favorite orchestra, and other smart entertainment, now appearing nightly in Cincinnati's gayest supper club.

No cover charge, minimum check \$1 (\$2 on Saturday, holiday eves). Dancing nightly and Saturday at luncheon in the Restaurant Continental. Better make your reservations now.

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NETHERLAND PLAZA
W. C. Seelbach, Manager
500 Rooms, minimum rate \$3
National Hotel Management Co., Inc. Ralph Hitz, Pres.

What is she saying?



She is simply stating the fact that the finest place to eat is just off the campus at Lime and Euclid. Come in today and try our Famous Hamburgers and Grilled Sandwiches.

KAMPUS KLUB GRILL

Free Delivery Service

Phone 9265

Student Opinion

The Kernel welcomes communications both from its student readers, and from others. It prefers, however, that they be short and to the point, and that the writer sign his name, to be used or not, as indicated. The right is reserved to delete any part or parts of all letters.—Editor.

Editor,
The Kentucky Kernel.

Dear Sir:

Why has the University of Kentucky allowed Centre College to score another crushing victory over it this year? Not on the gridiron but an impressive victory, nonetheless, in smart public relations.

Kentucky has not played a football game in Louisville since it terminated athletic relations with the University of Louisville several years ago. Centre usually manages to play at least one game here each year. Last year it was Washington and Lee; this year, the University of West Virginia.

The Kentucky-Notre Dame basketball game scheduled for Louisville this winter represents very intelligent strategy on the part of the athletic officials. But why not book a football game here for next fall?

Louisville is the gateway to southwestern Kentucky as well as southern Indiana. It has no first class college football available and the populace is hungry for it. While it is true that it is not very

far over to Lexington, it is just far enough that most people who are required to work until noon on Saturdays cannot make the games there.

Each year Alabama plays several games at Birmingham. Notre Dame usually plays a game or two at Chicago, and many other institutions meet gridiron foes on neutral fields. The purpose being to exhibit their wares to as many of their alumni as possible, and to also develop friendship and support of these metropolitan centers.

If the University of Kentucky is to grow and prosper, it must sell itself to the people of the state. Louisvillians, generally, are prejudiced against the University of Kentucky and do not hesitate to voice their dislike of it. The University, itself, is largely responsible for this attitude. For too long it has played the role of a recluse and has failed to build an esprit 'd corps among the citizens of the state, including its own alumni. As a result, compare the type of buildings and equipment at Lexington with the buildings and equipment of most of the state's too numerous normal schools.

It requires more than synthetic appeal for alumni support, to construct a militant alumni organization. Alumni will respond with earnest enthusiasm when it is manifested that the institution is tangible, which can best be displayed by arranging for its athletic teams to play in Louisville more often. There the contests will be witnessed by thousands who will never and can never go to Lexington but who will always loyally support the University.

LOUISVILLE ALUMNUS.

at homecoming it's —

DRESSES —

See Our —

Formals — "Scotch and Sodas"

— All of the leading new shades —

COHEN SHOP Inc.

Next Door to Kentucky Theatre

COMPLETE BEAUTY SERVICE

POPULAR PRICES

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Alumni News

ROBERT K. SALYERS, Secretary

Dear Alumnus:

This week-end is your homecoming.

A refreshing visit to the campus and its building, "back when" reminiscing with former class mates, a pep rally by Suky, dinners and luncheons by various fraternal organizations, music by the "best band in dixie", and an Alumni Dance climaxing the activities, are only a few of the many things in store for you when you come "back home" to renew old acquaintances and watch the Kentucky Wildcats fight it out with the Crimson Tide from Alabama, Saturday afternoon at two o'clock.

Registration booths for alumni will be located in both Lafayette and Phoenix hotels and at the Alumni Office in the Administration building. Be sure to register as soon as you arrive so that we can give complete information about the schedule for homecoming activities.

President and Mrs. Frank L. McVey will be at home to alumni and friends of the University immediately following the Kentucky-Alabama game. The homecoming tea at the Maxwell place is informal and all friends are invited to attend. Guests of honor will be Governor A. B. Chandler and Lieut.-Governor Kenn Johnson, president of the Alumni Association.

The Wildcats expect plenty of stiff opposition from Alabama, and they will need the support of all the alumni in order to win from this team.

Be sure to join us for the week-end, see your old friends, talk over the "old days", and enjoy being "back home".

Signed,
Bob Salyers

Emery Frazier is a reading clerk in the United States Senate, Washington, D. C. His address was erroneously reported as Whitesburg, Kentucky, in last week's Alumni News.

Kentucky alumni who registered at the alumni headquarters in Atlanta for the Kentucky-Georgia Tech game were:

J. H. Layman, '24, 107 Cone street, Atlanta, Ga.

John R. Marsh, '16, 4 East 17th street, Atlanta, Ga.

H. R. Scrivner, '27, 250 Hurt building, Atlanta, Ga.

Robert L. Porter, '24, 930 E. Rock-springs Rd., Atlanta, Ga.

HOMECOMING SCHEDULE

Friday—

Registration—Alumni office on campus.

7:30 a. m.—Pep rally and bonfire at Stoll field.

Saturday—

Registration—Lafayette and Phoenix hotels. Drive around to see decorated fraternity and sorority houses.

10:30 a. m.—Stroller Alumni breakfast, Phoenix hotel.

2:00 p. m.—Kentucky-Alabama game. Immediately following the game—Tea at the Maxwell place.

9:00 p. m.—Alumni Dance to the music of Andy Anderson and orchestra.

J. L. O'Neill, '12, Birmingham, Ala.

Homer L. Baker, '33, Lexington, Ky.

Henry C. McCown, '35, 511 S. Perry street, Montgomery, Ala.

William S. King, '24, 319 Clay avenue, Lexington, Ky.

J. R. Drummy, '21, 21 Edgewater Apts., Knoxville, Tenn.

John A. Witherspoon, '24, Louisville, Ky.

Gaines P. Wilson, '22, Louisville, Ky.

Kenneth Gregory, '28, Associated Press, Atlanta, Ga.

Neville Dunn, '21, Lexington Herald, Lexington, Ky.

J. A. Weingartner, '26, 1011 E. Ponce de Leon avenue, Decatur, Ga.

Jim Salyers, '33, Box No. 1, Morehead, Ky.

Francis J. Montgomery, '04, Chattanooga, Tenn.

T. C. Gaines, Jr., '30, 600 E. Main street, Louisville, Ky.

L. W. Roush, '30, Louisville, Ky.

Glen Weinman, '32, 326 Sycamore Rd., Lexington, Ky.

F. I. Epley, '27, 60 E. 42nd street, Super-Heater company, New York City.

Sam H. Ridgewater, Jr., '23, Southern Bell Tel. & Tel. Co., Atlanta, Ga.

Leo Rosa, '33, Louisville, Ky.

M. Culp, '23, Birmingham, Ala.

J. T. Guthrie, '20, Chattanooga, Tenn.

D. L. Thornton and wife, '20, 201 Morgan street, Versailles, Ky.

H. P. Boone, '20, Florida East Coast Ry. Co., St. Petersburg, Fla.

Alexander Lewis, '24, 4411 Meridian avenue, Miami Beach, Fla.

Graham McCormick, '23, 108 Irvine Rd. Lexington, Ky.

O. G. Roaden, '36, Alva, Ky.

Tom Dewhurst, '25, P. O. Box 726 Lexington, Ky.

Harvey S. Richard, '19, Middletown, Ky.

J. C. Lamb, '29, Van Meter Drive Montclair, Lexington, Ky.

J. I. McGurk, '31, American Tobacco Co., Durham, N. C.

John Kirk, '31, 535 Ewing Court, Owensboro, Ky.

Mrs. Herndon J. Evans, '21, Pineville, Ky.

R. H. Barker and wife, '13, Pineville, Ky.

Walter H. Steitler, '34, 4044 Spruce street, Philadelphia, Pa.

Roy F. Hahn, '34, 20 Eleventh street, N. E., Atlanta, Ga.

Hodge Collier, '13, 41 N. Tenth street, Philadelphia, Pa.

Tom Gower, '13, St. Petersburg, Fla.

Jere Beam and wife, '22, Clermont, Ky.

J. W. Sprague, '07, Ensley, Fairview station, Birmingham, Ala.

A. B. Sprague, '23, 1600 Richmond Road, Lexington, Ky.

Evans L. Shuff, '10, 200 Montgomery Ferry Dr., N. E., Atlanta, Ga.

M. J. Crutcher, '17, 421 Rose street, Lexington, Ky.

C. L. Morgan, '18, Agriculture & Mechanical College, Clemson, S. C.

P. C. Gearhart, '30, 280 South Ashland avenue, Lexington, Ky.

E. T. Gorbandt, '29, 530 Clairmont avenue, Decatur, Ga.

S. B. Triplett, '26, Georgetown, Ky.

Jane Allen Webb, '36, 1713 South Limestone, Lexington, Ky.

Bettie Boyd, '36, 119 Waller avenue, Lexington, Ky.

Billy Evans, '28, 917 Inter-Southern building, Louisville, Ky.

Hubert Couts, '34, Olive Hill, Ky.

H. C. Robinson, '11, Lexington, Ky.

Robert Turnipseed, '36, 90 Spring street, Gainesville, Ga.

E. H. Lewis, '10, 640 Magnolia street, Jackson, Miss.

W. S. Massie, '25, Columbus-Ledger Enquirer, Columbus, Ga.

H. L. Grasty, '16, Birmingham, Ala.

Raymond Connell, '21, High street, Paris, Ky.

G. B. Johnston, '30, 264 East Glenn street, Auburn, Ala.

Mary Frances Campbell, '28, Paris, Ky.

Mary May, Paris, Ky.

B. T. Inman, '29, Alabama Polytechnic Institute, Auburn, Ala.

E. J. Kohn, '12, Box 35, Ensley, Ala.

S. T. Schell, Jr., '32, East Point, Ga.

G. W. Benson, '22, Georgia Ry. Co., Griffin, Ga.

Gifford Brock, '18, Baconton, Ga.

James F. Corn, '16, 1702 Ocoee street, Cleveland, Tenn.

Lester Grady, '15, 222 Hilyer avenue, Macon, Ga.

Albright College students discovered that it takes about 11.7 seconds for shot-gun "bangs" to travel two miles and one-half.


Halloween Costumes

FOR RENT

MADE TO ORDER

MRS. L. C. GRADY

Phone 7880-X — 136 Walker Ave.



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with many clever interesting smart styles...

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Connie has put all the gay... carefree abandon of youth into these enticing Fall modes! Suede seems to be her pet leather... "spiked" with touches of Patent or Calfskin... a swing strap... buttons... or a bold buckle! To put it mildly... you can go far and not find style that can hold a candle to these!

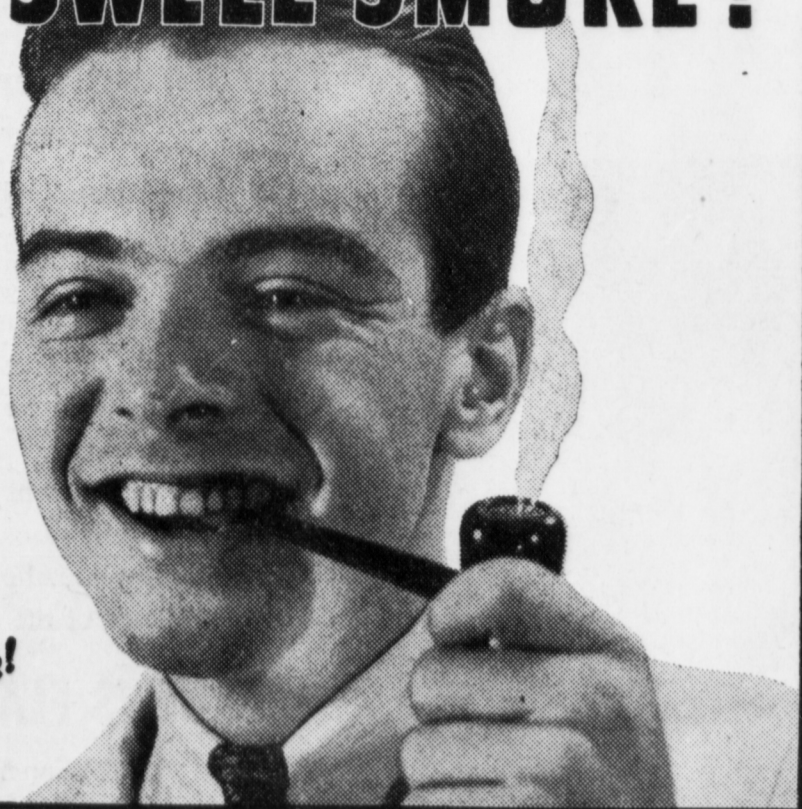
BLACK... ACORN BROWN... ARABY GREEN... ORIENTAL OXBLOOD... SMOKE GREY

SEE THEM TOMORROW!

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HALF & HALF MAKES ONE SWELL SMOKE!



Just add 'em up, Mister, and you have what it takes. Cool as a "ticket" for overtime parking. Sweet as the proof it was all a mistake. Fragrant, full-bodied tobacco that won't bite the tongue—in a tin that won't bite the fingers. Made by our exclusive modern process including patent No. 1,770,920. Smells good. Makes your pipe welcome anywhere. Tastes good. Your password to pleasure!

Not a bit of bite in the tobacco or the Telescope Tin, which gets smaller and smaller as you use-up the tobacco. No bitten fingers as you reach for a load, even the last one.

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HALF AND HALF
The Safe Pipe-Tobacco
FOR PIPE OR CIGARETTE



RAILROADS

Welcome New Ideas

Young people today should find much to their liking in the policies of management adopted by our modern railroads. Nothing is sacred merely because it is old. Policies are based solidly upon the test-tube findings of current public usefulness and favor. • Consider these evidences of railway experimentation: Reduced fares, faster and more convenient schedules, streamline trains, added comfort and beauty in passenger equipment, lower-priced meals, air-conditioning, free pillows for coach passengers, free pick-up and delivery of less-than-carload freight—such innovations bring luster to the long-held railway advantages of safety, economy and dependability. • The Illinois Central System is especially proud of its Green Diamond, \$425,000 mile-a-minute streamline train recently placed in service. It has been called a rolling laboratory, in which will be worked out principles affecting the development of future passenger transportation, and it embodies the latest findings of science in a wide variety of fields. Favorably received, it gives every promise of fulfilling its chosen mission. • Thus deeds give proof of progress and confirm the skilled determination of railway management and personnel to keep in the very forefront of transportation. American railroads in such ways are daily justifying their kinship with the college and university world.

REMINDER...

Education today must keep in touch with the railroads. Fundamentals everybody ought to know are what the railroads mean as carriers, employers, taxpayers, purchasers, fields of investment and foundations of national defense. Educators especially should remember that railway taxes keep 1,600,000 students in school; that railway bonds are the backbone of many an endowed institution; that the railroads today, in keeping with the spirit of all true education, are forging ahead progressively to new goals.

James
President

ILLINOIS CENTRAL SYSTEM
A KENTUCKY RAILROAD

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These Candidates

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SEEING SPORT STUFF

By JOE QUINN
KERNEL SPORTS EDITOR

Kentucky's in-and-out football club conquered Florida last Saturday but almost made Coach Wynne a nervous wreck in doing so. The Wildcats made plenty of yardage out around midfield but lacked a scoring punch once they came within threatening distance of the 'Gator goal.

The 'Cats may have been victims of overconfidence or it may have been that Florida was just a plenty tough club, but the fact remains that Kentucky did not look too good in its offensive efforts.

It is true that the absence of Bob Davis weakened the Wildcat running attack but it could not account entirely for the scoring slump. And his replacement, brother Dameron Davis, gave one of the outstanding performances of the day, and incidentally, registered the only touchdown.

Tommy Coleman gave another good exhibition and Bert Johnson treated the crowd to several thrills with flashes of his old-time brilliance. But these three had to work almost single-handedly on offense.

As in the majority of the season's games, the blocking for the ball-toters was of a noticeably inferior sort. On end sweeps, especially, was the blocking poor and very little protection was given

to fall over the line...the forward surge of 'Gators knocked the ball out of his hands directly into the path of a Florida receiver... Carey Spicer, former 'Cat backfield luminary, assisted Linesman Tolley in place of Pug Bach, who was absent from that position for the first time in three years...the band really opened up its bag of tricks during the intermission and drew a big hand from the audience for its variety of formations.

REES VISITS ROTC UNIT

Captain James E. Rees, who was stationed at the University of Kentucky from 1929 through 1934, has just returned from Fort Clayton, in the Canal Zone for a visit with the ROTC unit here. Captain Rees has been transferred from the Canal Zone to Fort McClellan, Ala.

'Cats Win First Loop Tilt From 'Gators, 7-0

(Continued from Page One)

tempted quarterback sneak through center. Florida recovered and punted out of danger.

With less than four minutes remaining in the game, Florida went from its own 38 to Kentucky's one-yard line. The passing of Neyberry, 'Gator quarterback, was chiefly responsible for this offensive threat.

A lateral pass from Mayberry to Brock gave the 'Gators a first down on the Wildcat 6-yard line. Two more plays placed the ball on Kentucky's one-yard line. Mayberry then tried a wide end run but was tackled hard and fumbled. Sands recovered for Kentucky on the eight-yard line.

Coleman then made 27 yards around right end to get the Wildcats out of trouble. The game ended a few minutes later with Florida trying desperately to score by filling the air with long passes. Kentucky made a total of 258 yards to 73 yards for Florida, and made 13 first downs to 6 for the

'Gators. The Wildcats completed six of 14 passes attempted for a total gain of 52 yards. Florida completed five of 13 passes for a total gain of 98 yards. Kentucky intercepted one pass to two for the Florida eleven.

The lineups and summary:

Florida (0)	pos.	(7) Kentucky
Ramsey	LE	Garland
Kidder	LT	Nevers
Root	LG	Potter
Oxford	C	Myers
Car	RG	Huddleston
Yon	RT	Bosse
Christian	RE	Hagan
Mayberry	QB	Simpson
Welles	LH	Coleman
Brook	RH	Davis
Mullins	FB	Hodge

Score by periods:

Florida	0	0	0	0	0
Kentucky	0	7	0	0	7

Kentucky scoring: Touchdown—Davis; point after touchdown—Simpson (placement). Substitutions: Kentucky—Johnson, Robinson, Pritchard and Sands, backs; Ellington, end; Nicholas, guard; Black, center; Florida—Rowe, Hendricks and Ivy, backs; Owens and Hardwick, tackles; Krajcir, end.

Officials: Thomson, Georgia referee; Clements, Alabama, umpire; Tolley, Seawane, headlinesman; Collins, Vanderbilt, field judge.

KAMPUS KERNELS

(Continued from Page One)

Thursday in the recreation room of Bradley hall at which time definite plans for the season will be formulated.

The Y. W. C. A. Social group will meet at 3 p. m. today in the Woman's building, in the reading room of Boyd hall to discuss hair styles with a specialist in that field.

There will be an important meeting of Theta Sigma Phi at 3 p. m.

Custom tailored clothes

MANY men in this community know that a custom tailored suit by H. K. Wood is a better fit, greater value, \$25 to \$45. See our wonderful line of fabrics for Fall and Winter wear. Just phone for an appointment.

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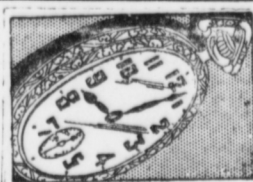
Wednesday in the Woman's building. All members are urged to attend.

The University Council of the B. S. U. will meet at 9 a. m. Saturday, October 31, in the Woman's building. It is important that all council members be present.

A meeting of all girls interested in hobbies will be held at 4 p. m. Wednesday in the recreation room of Patterson hall. Those interested in horseback riding, swimming, knitting, soap carving, ball room dancing, handicrafts, books, or any other hobby, are urged to be present and learn when the different groups will meet.

The YWCA Book group will meet at 4 p. m. today in the Woman's building. Miss Margaret McLaughlin, instructor in journalism, will speak to the group.

A pair of spectacles was found in men's room of McVey hall. Owner may have same by calling at the Dean of Men's office.



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Cleaning A Specialty
by a reliable
Student with 5 years experience. All work personally guaranteed.

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CLASSIFIED ADS

FOR SALE — Lexington Leader route No. 31, in good section of town. Pays profit of \$35 a month. Priced cheap. See Ellis Campbell, 315 S. Limestone St. Phone 1261-X 12

LOST—Brown silk umbrella, with square amber handle. Return to Kernel business office. 12

SERVICE CLEANERS — Student owned and operating. 329 South Limestone, Lexington, Ky., phone 1419-X. Next to Tavern. 12

LOST—Green Couklin Pen, belonged to Jack A. Taylor. If found return to Kernel Business office, receive generous reward. 12

SCIENCE BRINGS YOU THIS NEW "FILT-O-CORK" PIPE

LINKMAN'S Phenomenal cork filter absorbs all juices... keeps pipe clean, cool and dry. Honey-lined briar bowl sweet from the first puff. No "breaking-in" needed. PACKAGE OF FILTERS FREE

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CUT-RATE DRUGS
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UNTIL NOV. 1ST WE WILL SELL

SHEAFFER AND PARKER PENS

At 20 per cent off

\$1.25 PARKETTE	now \$1.00
\$2.75 SHEAFFER	now \$2.20
\$5.00 PARKER or SHEAFFER	now \$4.00
\$7.50 PARKER or SHEAFFER	now \$6.00

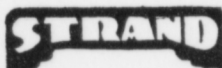
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Starts Tuesday
DOWN THE STRETCH

with
PATRICIA ELLIS
MICKEY RONEY
and others



Starts Wednesday
NINE DAYS A QUEEN

Starring
NOVA PILBEAN
CEDRIC HARDWICK
JOHN BOLES



Starts Tuesday
POOR LITTLE RICH GIRL

Starring
SHIRLEY TEMPLE

"MAN OF THE WEEK"

Iron-Man
Joe "Red"
Hagan



Next Week's Committee

Alfred Vogel, Chairman

Velma Hardesty, Alpha Gamma Delta house

John Morgan, Lambda Chi house

Thanks for blocking those two Florida punts. They certainly came at crucial moments and paved the way for our touchdown march.

As a token of our appreciation come in and accept your choice of —

1. Two Sizzling Steak Dinners
 2. Two Delicious Chicken Dinners
- or any
Two Dinners From Our Menu

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— It's a Light Smoke!

A GREAT FEATURE —throat protection!

You can yell yourself hoarse — you won't smoke yourself hoarse! For Luckies, a light smoke, are "Toasted." This is your guard against throat irritation. So reach for a Lucky... a light smoke!



Your Throat Kept Clear for Action!

Smoke round after round of Luckies, and your throat keeps clear, your voice keeps clear. For Luckies are a light smoke! It is only Luckies that give your throat the protection offered by "Toasting." So make your choice a light smoke and then smoke round after round and they'll still taste good — your mouth will taste clean. For Luckies are a light smoke — made from choice center leaves... the top price leaves... of the "Cream of the Crop" tobaccos!

★ ★ NEWS FLASH! ★ ★

25 Winners in One Week Forget to Sign Their Names

Many people, in their hurry to mail in their entries in Your Lucky Strike "Sweepstakes," have forgotten to sign their names. In one week alone 25 winners did not receive their prizes because we didn't know to whom to send them.

Have you entered yet? Have you won your delicious Lucky Strike? There's music on the air. Tune in "Your Hit Parade"—Wednesday and Saturday evenings. Listen, judge and compare the tunes—then try Your Lucky Strike "Sweepstakes." And don't forget to sign your name.

And if you're not already smoking Luckies, buy a pack today. Maybe you've been missing something.

Luckies — a light smoke

OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"